MARINE FORCES RESERVE

The following is a Health Promotion Brief brought to you by:
Marine Forces Reserve
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MCCS
MARINE CORPS Community Services

UNITED STATES MARINE CORPS
SEMPER FIT
SPORTS, RECREATION & FITNESS

E-cigarettes:
Don’t Get Vaporized

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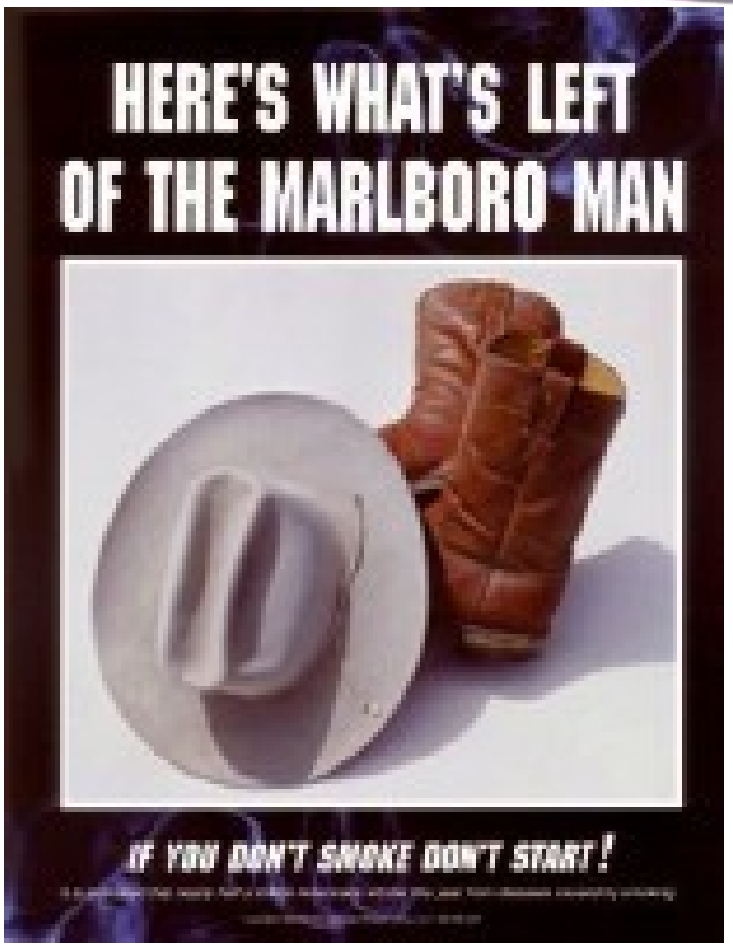
History of Tobacco

- **Tobacco first introduced to Christopher Columbus in 1492 as a gift**
  - **500 years later, nicotine patch is introduced**
- **1950**
  - **First study definitively linking smoking to lung cancer**
- **1966**
  - **Health warnings first placed on cigarette packs**
- **1970**
  - **Great American Smokeout is born**
- **1970**
  - **President Nixon signs a measure banning cigarette advertising on radio and television, to take effect after 1 Jan 1971**
- **1987**
  - **Former Marlboro Man icon David Millar Jr. dies from emphysema**
- **2001**
  - **The Little Report**

History of Tobacco

Photograph by Leonard McCombe



Tobacco Statistics

- **1950**
  - **American cigarette consumption is 10 cigarettes per capita, which equals over a pack a day for smokers**
- **1964**
  - **There are 70 million smokers in the US, and tobacco is an $8 billion/year industry.**
- **1980**
  - **33.2% of Americans smoke**
  - **Males: 37.6%; Females: 29.3%; Caucasians: 32.9%; African Americans: 36.9% (*)**
- **1990**
  - **25.5% of Americans smoke**
  - **Males: 28.4%; Females: 22.8%; Caucasian: 25.6%; African American: 26.2% (*)**
- **2000**
  - **US has a per capita smoking rate of 1,551 cigarettes (down from the high of 2,905 cigarettes in 1976)**

Tobacco Ban Movement

- **1973**
  - **Arizona becomes the first state (in modern times) to pass a comprehensive law restricting smoking in public places**
  - **The law forbids smoking in public places like elevators, libraries, indoor theaters and concert halls, and buses**
    - **As of 2003, 30 states have such legislation**
- **1988**
  - **Northwest Airlines bans in-flight smoking, the first major airline to ban smoking on all North American flights**
- **2002**
  - **Ban on smoking becomes effective throughout US Military, in accordance with President Clinton's 1997 executive order banning all smoking in federal facilities**
- **2003**
  - **NASCAR drops R.J. Reynolds sponsorship and signs 10 year deal with Nextel – Winston Cup now known as Nextel Cup**
- **2006**
  - **National state tax average is 92 cents/pack**

Tobacco Ban Movement

21st Century Sailor and Marine Initiative

- **The 21st Century Sailor and Marine initiative is a set of objectives and policies, new and existing, across a spectrum of wellness that maximizes each Sailor's and Marine's personal readiness to hone the most combat effective force in the history of the Department of the Navy (DoN)**
- **This initiative will advance progress by leveraging programs under the following five areas**
  - **Readiness**
  - **Safety**
  - **Physical Fitness**
  - **Inclusion**
  - **Continuum of Service**
- **http://www.21stcentury.navy.mil/default.aspx**

Tobacco Ban Movement

21st Century Sailor and Marine Initiative

- **Prior to the end of the fiscal year (25 Sept 12), NEXCOM and MCX tobacco prices will match the most competitive prices off-base**
  - **This will require both NEX and MCX to increase their tobacco prices to achieve price parity as compared to civilian stores**
- **It is the desire of the Secretary of the Navy to realize a smoke free Navy and Marine Corps through the choice of the Sailors and Marines themselves. The key word is "choice" as the SECNAV does not wish to take away their freedom of personal choice while at the same time does not wish to support smoking**

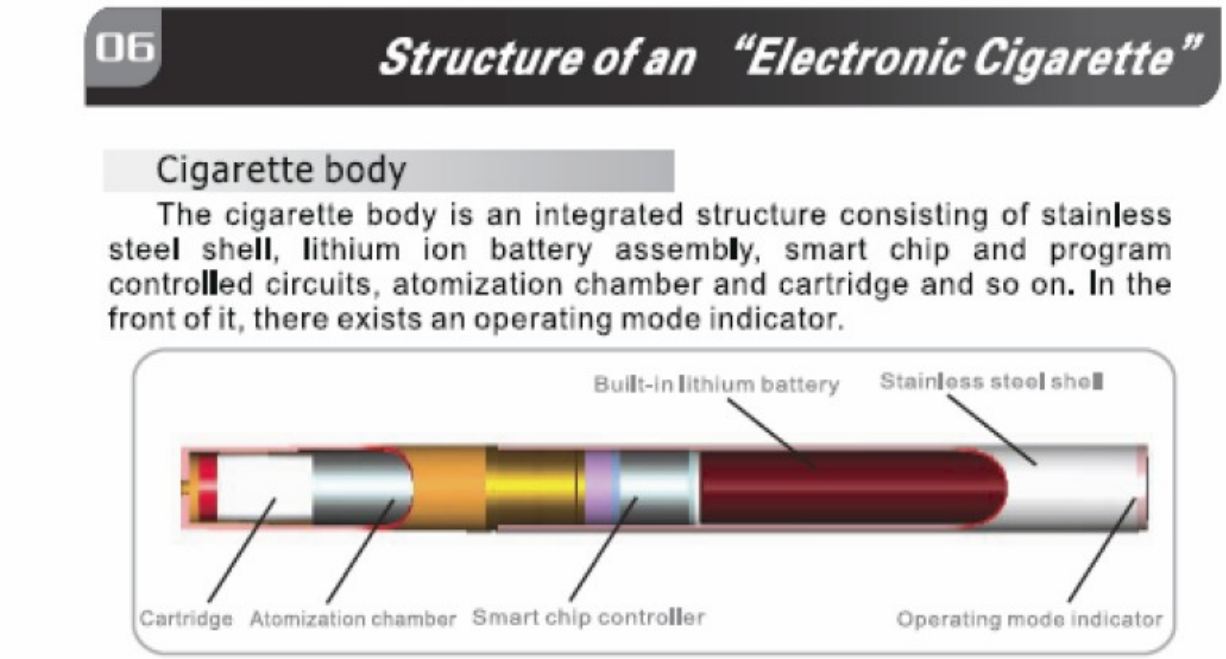
Tobacco Industry Response

- **1999**
  - **Philip Morris begins $100 million ad campaign touting its charitable contributions**
- **2011**
  - **R.J. Reynolds (maker of Camel) pushes smokeless tobacco**
- **2012**
  - **Lorillard (maker of Marlboro) buys company that distributes e-cigs**

What are e-cigarettes?

- **1963 – first patent**
- **2001 – first modern electronic cigar**
- **2003 – Chinese pharmacist Hon Lik invented the e-cigarette as we now know it**

What are e-cigarettes?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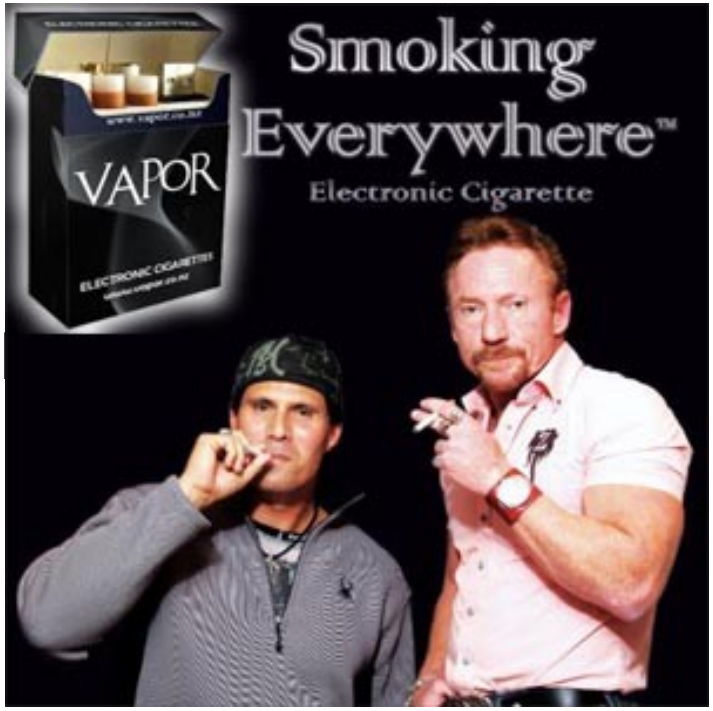
Structure of an "Electronic Cigarette"
Cigarette body
The cigarette body is an integrated structure consisting of stainless steel shell, lithium ion battery assembly, smart chip and program controlled circuits, atomization chamber and cartridge and so on. In the front of it, there exists an operating mode indicator.
Built-in lithium battery
Stainless steel shell
Cartridge
Atomization chamber
Smart chip controller
Operating mode indicator

Figure 1: E-cigarette component diagram. Nicotine and/or other flavorants are housed in the white cartridge shown at the left.

E-Cig Myths

- **Risk-free**
- **Clean**
- **Green and natural**
- **Free of harmful che**
- **Nicotine free**
- **Tobacco free**



E-Cig Realities

- **FDA Laboratory Analysis**
  - Detectable levels of known carcinogens and toxic chemicals
  - Diethylene glycol (ingredient in antifreeze) was detected
  - Tobacco-specific nitrosamines
  - Tobacco-specific impurities
  - Labels containing ‘no nicotine’ had low levels of nicotine
  - Different cartridges with same label emitted marked different amount of nicotine (26.8 to 43.2 mcg nicotine/100 mL)
  - Nicotine cartridge delivered twice as much nicotine as delivered by sample approved by FDA

E-Cig Myths

- **Smoking Cessation Devices**
- ***Sottera Inc. V. Food & Drug Administration***
  - E-cigarettes and other nicotine-containing products are not drugs or devices unless they are marketed for therapeutic purposes, but that other nicotine-containing products can be regulated as ‘tobacco products’ under the FDCA
- **Warning Letters**
  - Violations of good manufacturing practices, making unsubstantiated drug claims, and using the devices as delivery mechanisms for active pharmaceutical ingredients

E-Cig Realities

- **Ruyan funded study**
- **New marketing: something to use when you can't smoke**
  - **Increases overall nicotine exposure**
- **Quality control is inconsistent or non-existent**
  - **FDA study showed uneven and unpredictable nicotine distribution**
  - **Nicotine is just as addictive as heroin!**

E-Cig Realities

- CEO of Smoking Everywhere admits, ‘There are no ingredients in our e-cigs that can cause cancer. However, it is a pretty new product, so we are not 100 percent sure of the side effects at this point. But we haven’t heard of any negative side effects yet, but we are pretty sure they are safe’
- A 42 year old woman was diagnosed with lipod pneumonia after using an e-cig for 7 months
- A man in Florida was severely burned when an e-cig exploded in his mouth, knocking out teeth and destroying a chunk of his tongue
- Recent study found that using an e-cig for 5 mins restricted lung function
- Other studies have shown that propylene glycol (the source of the e-cig vapor) increases the chances of developing asthma

DoD Weighs in

- **Navy Medical**
  - Electronic nicotine delivery devices are not endorsed for evidence-based tobacco cessation guidance
  - Navy Medical does not condone or support the use of these devices
- ‘I strongly caution service members to avoid e-cigarettes, and to instead choose to make a commitment to give up all tobacco products. Substituting a product designed to keep you hooked on nicotine and that the FDA has legitimate safety concerns about is not the answer. And we know from reseach that nicotine is as addictive as heroin’

Tobacco Resources

- **http://www.ucanquit2.org/**
- **http://www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/**

Help Service Members

Plug Into the Facts About E-Cigarettes.

E-HELP OR E-HARM?
THE DEBATE ABOUT E-CIGARETTES CONTINUES.

E-cigarette users think they've found a safe substitute for the real thing. Why wouldn't they? Inhaling vapor from an e-cigarette instead of smoke from burning tobacco seems like a healthier alternative. Plus, with e-cigarettes, they aren't exposing others to the dangers of secondhand smoke.

But are e-cigarettes really safe? E-cigarette makers say so, but they have no scientific data to back their claims. There is no solid information about how these products will affect the health of users now, or in the long run. Many health experts would like to pull the plug on these nicotine devices until the long-term health effects can be studied.

One of the biggest concerns of public health officials is the lack of quality control over the e-cigarette industry. E-cigarettes are not made under the same strict standards as pharmaceutical products such as nicotine inhalers. Tests of several brands showed different amounts of nicotine being delivered. Several brands had wrong, missing, or confusing labels and filled orders with the wrong strength of nicotine.

While some e-cigarette manufacturers claim their products deliver nicotine without the harmful chemicals and toxins in tobacco, the Food and Drug Administration warns that e-cigarettes may contain toxic ingredients.

E-cigarettes pose other health hazards. They have been found to leak liquid nicotine, which can be absorbed through the skin, another possible health issue. Just recently, a Florida man was severely burned when an e-cigarette with a faulty battery exploded in his mouth, knocking out some teeth and destroying a chunk of his tongue.

Additionally, e-cigarettes may actually have the opposite effect on users than intended. E-cigarettes may inspire smokers to keep using nicotine instead of trying to quit. Since e-cigarettes often are allowed in nonsmoking areas, users may have more exposure to nicotine and may expose others to secondhand vapor. And that presents yet other potentially troubling health risks, since no studies have yet confirmed that secondhand vapor is harmless.

Let service members know that the final word on the safety of e-cigarettes isn't out yet. Encourage them to be wary of false and misleading claims. Send them to DoD's tobacco cessation website, http://www.ucanquit2.org/ to stay tuned in and on top of the latest intelligence on this controversial topic.

WHAT ARE YOU PLUGGING INTO?
Stay on Top of the Electronic Cigarette Debate.
Get the latest facts at
www.ucanquit2.org
QUIT TOBACCO.
make everyone proud

WHAT IS AN E-CIGARETTE?

An e-cigarette is designed to look like a tobacco cigarette and comes in a variety of shapes and sizes. It is battery-powered to heat a cartridge of liquid, usually containing nicotine. The heat turns the liquid into a vapor for users to inhale. The first e-cigarettes appeared in China in 2004, and now dozens of e-cigarette products are on the market.

To access any of the campaign resources or order free materials, go to www.ucanquit2.org today!

QUIT TOBACCO.
make everyone proud
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Help create a
world with less
cancer and
more birthdays.

E-cigarettes:
Don’t Get Vaporized

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